

Marketing Executive

Marketing Executives support and deliver marketing plans, working with the Marketing Manager. They use creativity, communication and project management skills to plan and execute targeted, audience-focused marketing activities.

Level: 4

Duration: 18 months



Apprenticeship overview

Core skills, knowledge and behaviours you will learn

- Marketing concepts and theories
- The principles of effective market research and how this can influence marketing activity
- Basic principles of product development and product/service portfolios
- The features and benefits of different marketing channels and media, both digital and offline
- To plan and deliver tactical campaigns against SMART (Specific, Measurable, Achievable, Realistic, Time-bound) objectives
- To produce a wide range of creative and effective communications
- To use appropriate technologies to deliver marketing outcomes e.g. digital/web analytics, social media, CRM

Where you might work

- Marketing agencies
- Marketing departments within organisations

Typical job roles

- Marketing Executive
- Marketing Officer
- Marketing Communications Officer
- Marketing Specialist
- Communications Executive
- Communications Specialist

Good to know

Creativity is valued in this role

A willingness to adapt is beneficial

Suits those who enjoy working collaboratively

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